

“heroes” focuses on the subject of the role that journalists play in creating the reputations of public figures. He suggests that cynicism and celebrity worship, discourage hero worship and bad news, that, with the media’s central bias toward bad news, journalists made it difficult if not impossible for Americans to have heroes. Consider, as you read his essay, is he on target with his critique, or does he carelessly as you read his essay. Is he on target with his critique, or does he errate or ignore positive examples to prove his point? Can you see either support or refute his argument?

Another issue of concern to media analysts is commercial media’s dependence on advertising and their need to make a profit. Jean Kilbourne in “Advertising Influence on Media Content” argues that advertising has a big influence not only on audiences but also on the media itself. She explains two major ways in which the influence is exerted and gives examples to support her allegations. Kilbourne would argue that the power advertisers hold over commercial media produces a biased media. As you read her examples and her analyses of the influence of advertisers on various kinds of media, see if you can think of other examples to either support or refute what she claims.

AGGRESSION: THE IMPACT OF MEDIA VIOLENCE

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Even if media violence were linked to no other debilitating effects, it would remain at the center of public debate so long as the widespread belief persists that it glamorizes aggressive conduct, removes inhibitions toward such conduct, arouses viewers and invites imitation. It is only natural that the links of media violence to aggression